

In the case study, the core problem was:

“the declining income of the cooperative members, particularly its women and young cattle farmers”.

The core objective will become:

“Members’ income, particularly that of women and young farmers, increased through the improvement of the cooperative’s governance and business performance”

When drafting the objectives, it is important to follow the steps listed above. The causes and the effects of the problems will be redrafted into objectives below and above the “desired situation” using the same mean-and-ends logic.

Therefore the objective tree of the case study could be as follows:

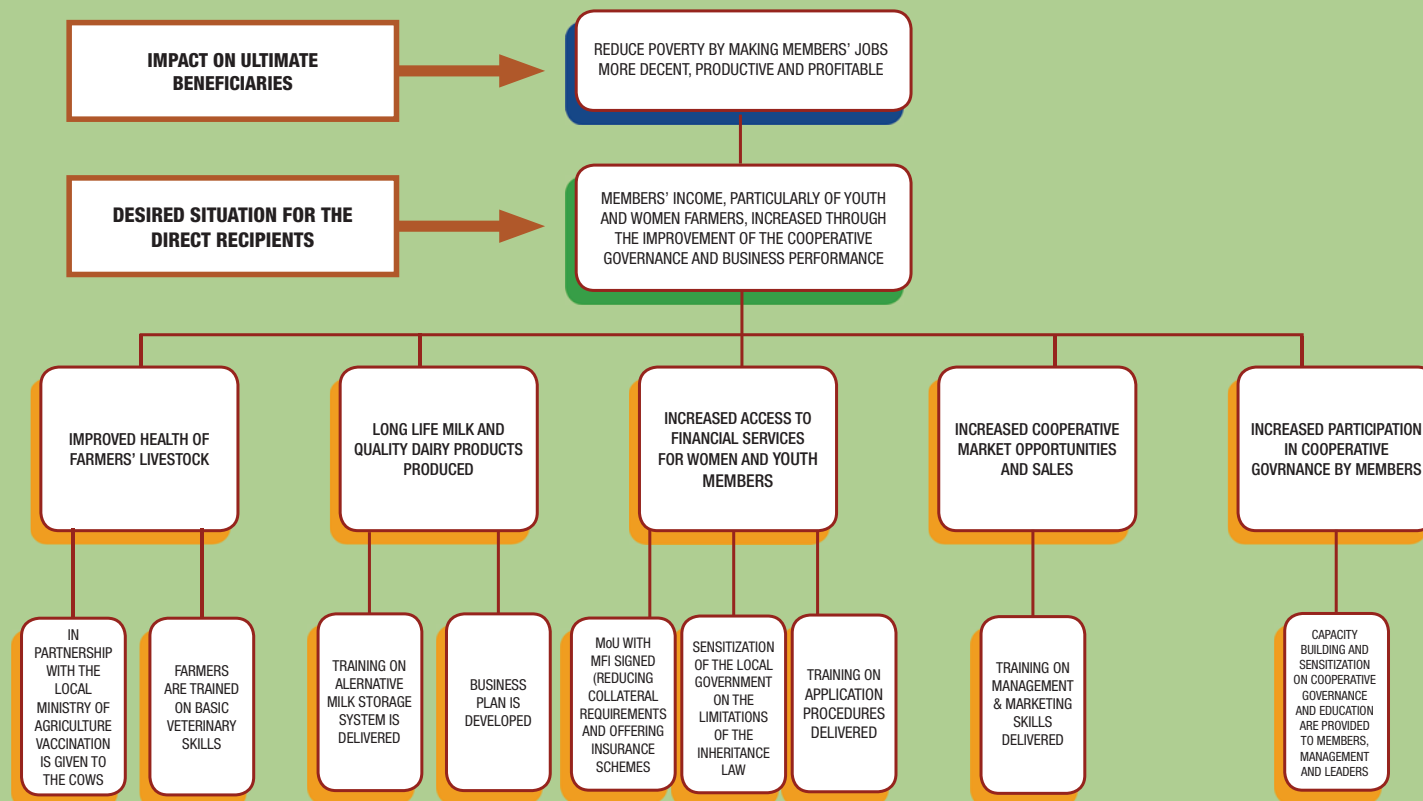


Diagram 10: Objective tree of the Hanassi cooperative

